

LATIN AMERICAN REPORT



URGENT! Please
return. Only copy
we have.

ARGENTINA:—Travel to Bariloche,
1,000 miles south of Buenos Aires.

GUATEMALA:—The Road Back, after
nine years of Communism.

BRAZIL:—An immigrant son befud-
dles the Brazilian politicians.

HOLLYWOOD:— Puerto Rico's Rita
Moreno uses the films to reach the
top.

EQUADOR:— A steel giant on rails
opens new business opportunities.

March 1956

35c



Gauchos land...



The gauchos and vaqueiros of Argentina, Uruguay and Brasil, with dashing costume and skillful horsemanship, are symbols of the South America that is centuries old—rich in color, romance and heroic tradition.

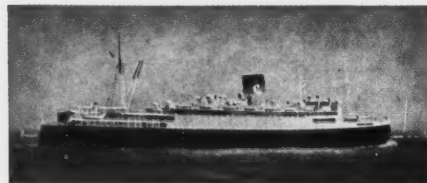
And it is strangely fascinating to find that this old South America still lives . . . in the midst of a civilization as modern as any the world has yet produced.

The combination gives South American countries a unique and powerful lure . . . makes a visit to South American ports an experience you will never forget.

38-day Cruise to South America

Moore-McCormack Cruise Ships—sailing on regular schedules from New York—take you to such colorful ports as Trinidad, Barbados, Bahia, Rio de Janeiro, Santos (Sao Paulo), Montevideo and Buenos Aires, in a way that fills day after summery day with more comfort, more relaxation, more *living*, than you've ever known in your life.

Ask your travel agent about the sailings of the two big, modern 33,000-ton liners—the *Argentina* and the *Brazil*. He has full information and rates.



MOORE-McCORMACK
Lines

Five Broadway, New York 4

The Port of Houston holds
NUMBER 2 SPOT IN THE NATION



When this striking aerial view was taken recently, 26 ocean-going ships from a dozen countries were tied up at private and public wharves.

We are proud the U. S. Corps of Engineers report shows the Port of Houston in second place in total tonnage for 1954.

In 1954, the Port of Houston handled 43,244,841 tons, well ahead of the third place port, and second only to New York.

The Port of Houston in 1955 set a record of well over two billion dollars for value of cargo handled by the country's No. 2 port.

THE PORT OF HOUSTON OFFERS YOU

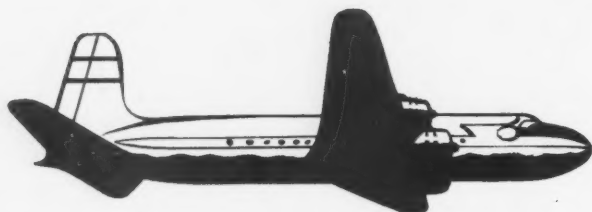
- The Southwest's best inland transportation network
 - 6 trunkline railroads
 - 33 common carrier truck lines
 - 2 belt rail switching lines
- 107 steamship services to world ports
- Atlantic coastwise service
- 8 common carrier barge lines
- Marginal tracks at shipside
- Heavy lift equipment up to 150 tons
- Bulk handling equipment
- Prompt, expert, efficient **SERVICE!**

ALWAYS SPECIFY, VIA

THE PORT OF HOUSTON

Executive Offices 1519 Capitol Avenue — P.O. Box 2562

in the wintertime
Guatemala
is warm, gay, magnificent



AIR CRUISES FEATURED THROUGH THESE OUTSTANDING OPERATORS

ALBERTSEN Cruise-Tours

611 Wilshire Blvd.
Los Angeles 17, Cal.

BERRY TOURS

6 E. 11th, Waldheim Bldg.
3rd Floor Macy's, Kansas City, Mo.
Rm. 534, 55 E. Washington St.
Chicago, Ill.

BROWNELL TOURS

Brown-Marx Bldg.
Birmingham, Ala.

HAPPINESS TOURS

6 East Monroe St.
Chicago 3, Ill.

SIMMONS GATEWAY TOURS

1350 Broadway
New York 18, N. Y.



P. O. BOX 428, KENNER, L A.



WE PRESENT

In the publication of any new magazine, the thinking of those who will be in charge of its direction is important—because it is this thinking which will determine the pattern of the editorial content of the publication.

Thus, this is the credo of those, including the editor, who, with this issue, present **LATIN AMERICAN REPORT**:

We believe in the developing importance of the nations of Central America, South America, and the Caribbean. . . that the future destiny of the United States of North America is inextricably interwoven with the destinies of the other Americas. . . that all North Americans, whether they have a specific business or cultural interest or not, ought to be kept informed of all important developments in the other Americas. . . that an increased exchange of information inevitably will result in closer relationship among the Americas. . . that it will be exciting to follow the events which are occurring in the developing empires to the south.

In order to carry out this credo, it is our intention to present the Americas as they are. To do this, this is our program:

We will analyze the important news developments in these growing lands.

We will discuss with you interesting and varied investment proposals.

We will tell you of the robust personalities who actually make the news in these lands.

We will take you to the lake regions of Argentina and Chile, or, perhaps, to a bullfight in the Plaza de Toros in Mexico City.

We may look in on a session as the leaders of Venezuela work out plans for a new giant steel factory.

We will let you look at the editorials from the great newspapers of these countries, so that you will know the topics they discuss and what they are thinking.

We will go to Washington and find out what is the official attitude there on the developing trends and events in the other Americas.

We will look over and review the books of some of the great authors who, in their words, are writing of the great social, political and economic reforms now going on.

Beyond this, we will present any subject lending to a better understanding of the Americas.

We will welcome your letters with suggestions, criticisms, or even praise.

William G. Gaudet

PUBLISHER

LATIN AMERICAN REPORT

*Published monthly to record and
interpret the changing history
of our hemisphere.*

MARCH 1956

VOL. 1

NO. 1

Contents

Travel:	
BARILOCHE	12
Picture study:	
RITA MORENO	16
Feature study:	
IS ARGENTINA STABLE?	18
Politics:	
GUATEMALA: THE ROAD BACK	20
BRAZIL'S KUBITSCHKE	27
Business:	
ECUADOR: STEEL RAILS OPEN NEW FRONTIERS	24
MEXICO: ECONOMIC CORRIDA	29

Departments

Washington letter	8
Around the hemisphere	23
Investment proposals	10
People in the news	15
Book reviews	32
Letters	4

STAFF

William G. Gaudet *Publisher*
Scott Seegers *Washington Editor*
D. Warming-ton-Whiting

Associate Editor
Art Director

Tilden Landry

FOREIGN NEWS

Field representatives stationed in: Mexico City, Mexico; Guatemala City, Guatemala; San Salvador, El Salvador; Tegucigalpa; Honduras; Managua, Nicaragua; San Jose, Costa Rica; Panama City, Panama; Bogota, Colombia; Quito, Ecuador; Lima, Peru; La Paz, Bolivia; Santiago, Chile; Buenos Aires, Argentina; Montevideo, Uruguay; Rio de Janeiro, Brazil; Caracas, Venezuela; Havana, Cuba.

PHOTOGRAPHS IN THIS ISSUE

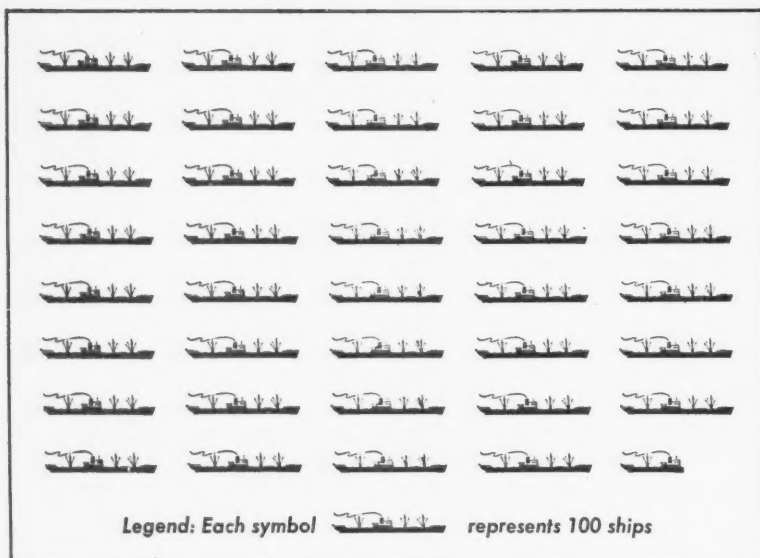
Cover by Pan American World Airways; others by Taca International Airlines, United Fruit Company, Mississippi Shipping Company (Delta Line), International News Photo, Compania Mexicana Aerofoto, S. A., 20th Century Fox, and Hamilton Wright & Associates.

LATIN AMERICAN REPORT is published monthly by Latin American Reports, Inc., International Trade Mart, New Orleans 12, La. Single issue price 35c. Subscription \$3.25 per year. Air mail cost additional in foreign countries. President, William G. Gaudet; Vice President, George L. Kanel; Secretary-Treasurer, Yvonne M. Dufrechou; Directors: Sidney M. Toca, George L. Kanel, William G. Gaudet, Yvonne M. Dufrechou, Parks B. Pedrick, Lee Emery, Jr.

SALES REPRESENTATIVES

El Dorado Public Relations, Inc., Room 903, Bldg. 1, 270 Park Avenue, New York 17, N. Y.; Fred R. Jones & Co., 228 North La Salle Street, Chicago 1, Illinois; Hil F. Best, Park Avenue Bldg., Detroit, Michigan; Wm. W. Andrews, 3096 Livingston Road, Cleveland 20, Ohio; Phil Hamburger, 1705 Main Street, Houston, Texas.

*Nearly 4,000 ships sail
from New Orleans each year
to all ports of the world...*



and here's why:

Each year, more and more shippers learn of the time-saving, money-saving advantages of the Port of New Orleans. Why not turn these advantages to your company's benefit?

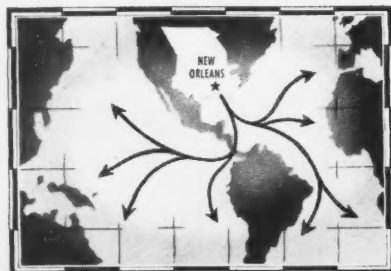
- ✓ Lower inland freight rates to or from Mid-Continent U.S.A.
- ✓ Regular sailings to all world ports.
- ✓ Fast, safe handling—lowest insurance rates in America.
- ✓ Shipside delivery from 8 major rail lines, 46 truck lines, 50 barge lines.
- ✓ Savings up to 50% on freight forwarding charges.
- ✓ Quick dispatch—no terminal delays.

For full particulars about the competitive advantage New Orleans offers you, write: Lewis I. Bourgeois, Director of Commerce, Board of Commissioners of the Port of New Orleans, 2 Canal Street, New Orleans, U.S.A.

Ship via



**PORT OF
NEW ORLEANS
U.S.A.**



LETTERS

Dear Sir:

It is my opinion that a monthly magazine devoted entirely to Latin American affairs, along the lines you have described, would be of interest to anyone concerned with the Latin American situation. With kind regards, I am

Yours very truly,
K. C. UNDERWOOD

President
Merchants Despatch Transportation
Corporation
Chicago, Illinois

Dear Sir:

Latin American affairs are becoming more important daily to the American business men because of increasing investments and trade with our Latin neighbors and the American business man needs all of the information that he can possibly get on all matters pertaining to the countries to the south of us.

Having been a subscriber to your news letter for many years I am quite certain that your new magazine will be of great interest and assistance to the American public.

Cordially yours,
FRIEND W. GLEASON
Vice President-Secretary
Pan-American Life Insurance
Company
New Orleans, La.

Dear Sir:

It is . . . our conviction here in Dallas that, with the advent of serviceable and rapid air schedules and the fortunate re-development of inter-American sentiment and trade, the Latin American field must inevitably increase in American interest from year to year.

From our own city, it is surprising how many people tour Central and South America or visit specific points there instead of going elsewhere.

And, of course, Texas, at the threshold of the area to the south of us, should logically look to the trade possibilities in furnishing the gateway to the other Americas.

Certainly, a magazine devoted only to Latin-American affairs ought to have a decided interest to newspapers

and to people who are interested in Latin-American trade. But I think it would have a growing appeal to others also as their knowledge of the area widens and they finally realize that our destinies are inextricably entwined.

Sincerely,
WILLIAM B. RUGGLES

Editor, Editorial Page,
The Dallas Morning News,
Dallas, Texas



Dear Sir:

It is about time that someone came out with this idea as the American public is entitled to know what is going on in the sister republics to the south. The sporadic and scanty information that is now disseminated to the American press is insufficient, inadequate and, in most cases, so chopped off that the American reader has little, or no conception, of the enormous opportunities and the ties that bind him to his brothers in Latin America.

Therefore, allow us to congratulate you on a very important mission and may it be a very successful one. You have all our backing and endorsement in such a project and I'm sure that the west coast of the United States will respond rapidly to you and your efforts.

Sincerely yours,
FERNANDO FLORES B.

Publisher
Pesca, Guia de Artes Graficas,
Pan American Guide, and Mundo
Avicola
Hollywood, California

Dear Sir:

I think the idea of a magazine specifically devoted to Latin American affairs is an excellent idea. While there are a number of export publications available at the present time, none are specifically devoted to information on Latin America except *Noticias* published by Council for Inter-American Cooperation, Inc., which is really more in the nature of a news-

letter rather than a magazine.

I would like to suggest one thought and that is that any information contained in your magazine which is of current interest should be as up-to-date as possible. I have found in many publications information of a timely nature is usually rather "stale" by the time it reaches the reader's desk. I have often felt that it would be better to leave out such news and instead replace it with information of a more general nature which does not depend on the element of time for its effectiveness.

Yours very truly,
P. C. FOOTE

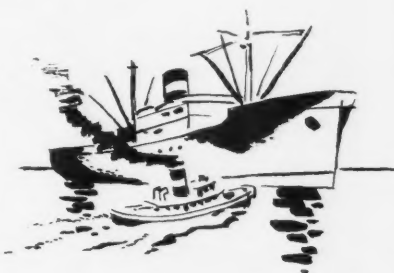
Mr. P. C. Foote, Manager
Foreign Sales
Cutler-Hammer, Inc.
Milwaukee, Wisconsin

Dear Sir:

I read with the greatest of interest your fine publication. It is inspiring to find out that you and your associates realize fully the impact of the Latin American economy. It is something tremendous which we will experience in the near future. Being a native of Guatemala, but practicing international law here in Washington, I am aware of the importance of your colorful magazine, and I mean color in substance as well as otherwise.

Sincerely yours,
H. HUGO PEREZ

Attorney and Counselor at Law
1757 K Street N. W.
Washington, D. C.



Dear Sir:

As the Representative of Ecuador in Washington, I have the pleasure to present you my warm congratulations for this new magazine that will bring to the public of the United States a realistic and pleasant picture of Latin America. It is of utter importance to awake the interest of the citizens of

this great country toward the big development and prospects that the twenty American Republics offer for the consolidation of the economic welfare of the world.

Many cultural and economic resources exist in Latin America which must be used for the benefit of the 340 million people of the Hemisphere.

Sincerely,
DR. JOSÉ R. CHIRIBOGA V.
Ambassador,
Embassy of Ecuador,
Washington, D. C.

Dear Sir:

The importance of trade with Latin America cannot be emphasized too strongly. Our tremendous industrial expansion since World War II has enabled our factories to produce more goods than we can absorb. Aside from affording one of the principal outlets for surplus manufactured goods, Latin America can supply a variety of raw materials vitally necessary for our growing economy.

Yours very truly,
General Steamship Corporation, Ltd.
C. A. REALI
Vice President

South American Division
General Steamship Corporation, Ltd.
San Francisco, California

Dear Sir:

I am sure that the Government (of Costa Rica) is going to be as interested as I am in this new publication which comes to meet a great need in regard to publicity about our countries in the United States. I congratulate you very much for the fine effort you are making and sincerely hope to be of some help in this regard.

Yours very truly,
FERNANDO FOURNIER

Ambassador,
Embassy of Costa Rica,
Washington, D. C.

Dear Sir:

LATIN AMERICAN REPORT... will no doubt present to the United States reader the more pleasant and profitable aspects of the Americas.

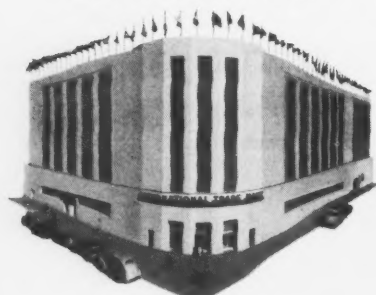
Very truly yours,
ANDRÉ TOUSSAINT

Second Secretary,
Embassy of Haiti,
Washington, D. C.

Goods from ALL
the WORLD...



...in ONE
BUYING PLACE



**Save Time and Money—
Make One Buying Trip**

In this famed marketplace you will find goods from all parts of the United States and from practically every country in the world.

This convenient concentration makes possible surprising savings on your buying trips.

Next time, make your first stop at the International Trade Mart.

Write now for facts about how this unique institution can serve your business.

**INTERNATIONAL TRADE MART
NEW ORLEANS, U.S.A.**

LETTERS



Dear Sir:

It is my feeling that this publication will fulfill a very definite need for more comprehensive reporting of events and trends in Latin America. Popular Mechanics Company has a great deal of interest in the countries south of the border, as well as in Europe, therefore I would like to request . . . that a subscription be placed in my name effective with the next issue.

Very truly yours,
GORDON R. BLAIR

Advertising Manager,
Mecanica Popular,
Chicago, Illinois

Dear Sir:

I wish to add my congratulations to the many you have been receiving for this important publication devoted entirely to Latin American affairs. I believe this magazine will be of vital interest and assistance to the American public. I also wish to add that this Embassy will be very happy to give you any information you may wish with reference to Panama and to assist you in any manner possible to us.

Sincerely,
J. J. VALLARINO

Ambassador,
Embassy of Panama,
Washington, D. C.

Dear Sir:

I have gladly transmitted two copies of the LATIN AMERICAN REPORT respectively to the Ministry of Foreign Affairs of El Salvador, and to the Salvadorean Delegation at the United Nations.

I should like to express my sincere wishes for the success of LATIN AMERICAN REPORT and assure you of my desire to be of service to you.

Very truly yours,
HÉCTOR DAVID CASTRO

Ambassador,
Embassy of El Salvador,
Washington, D. C.



—Novedades, Mexico

The Navy was loyal—to the rebels!

As a member of the Diners' Club

...you will have charge accounts at more than 5,000 leading dining and entertaining establishments throughout the United States and abroad.

Wherever You Go...



this wallet sized booklet is a handy guide to better places everywhere — and enables you to charge:

**FOOD, DRINKS,
HOTEL ROOMS,
HERTZ RENT-A-CAR,
PACKAGE LIQUOR,
FLOWERS, GIFTS, ETC.**

The above advantages, plus many others are yours with a Diners' Club Credit Card. The nominal \$5.00 yearly service fee (including "The Diners' Club News", one year's subscription, sixty cents) also covers all members of a firm or family who apply for club membership on a single account.

Obtain a permanent record of business expenses for tax purposes.

Replace dozens of individual cards covering same credit privileges.

Pay all dining and entertainment expenses with one monthly check.

Establish your credit wherever you go.

Eliminate need to carry large sums of cash.

FOR NEW MEMBERS ONLY

PLEASE ANSWER ALL QUESTIONS—TYPE OR PRINT

Full Name _____

FOR OFFICE USE

Home Address _____ City _____ State _____

Home Phone _____ Rent Home _____ Own Home _____ Years _____

Company Name _____ Nature of Business _____

Address _____ City _____ State _____

Business Phone _____ Years with above firm _____ Position _____

Bank _____ Branch _____ Regular ☐

Charge accounts at _____ Special ☐

If new account, check here ☐ ... if addition to existing account, show number _____ Savings ☐

CHECK ONE ONLY ☐ COMPANY ACCOUNT Bill to office address ☐ PERSONAL ACCOUNT Bill to office address ☐ PERSONAL ACCOUNT Bill to home address ☐

\$5.00 annual membership fee: Enclosed ☐ Bill me ☐
(INCLUDES DINERS' CLUB NEWS, 1 YR. SUBSCRIPTION SIXTY CENTS)
Card holder assumes individual responsibility with company applicant

Signature of individual applicant _____

Signature of executive authorizing company account _____ Title _____

LATIN AMERICAN REPORT 3/56

**MAIL
TODAY**

THE DINERS' CLUB

440 INTERNATIONAL TRADE MART, NEW ORLEANS 12, LA.
OFFICES IN NEW YORK, CHICAGO, SAN FRANCISCO, LONDON, PARIS, MADRID, GENEVA



WASHINGTON LETTER

March, 1956
Washington, D. C.

Biggest ripple in the capital was caused by high-caliber brass in the United States delegation to the January 31 inauguration of Brazil's new President Juscelino Kubitschek de Oliveira. The 16-man delegation was headed by Vice President Richard M. Nixon and included Assistant Secretary of State Henry F. Holland. It was the first time that United States representation at a Latin American presidential inauguration boasted dignitaries of such rank. Official United States sources insisted that this history-making precedent had no significance beyond normal desire to show traditional United States friendship.

However, according to informed unofficial opinion, United States probably feels an abnormal desire to keep Kubitschek happy and his Government solvent, for the following reasons: (1) distrust of Communist-favored Vice President Joao Goulart; (2) vigor of organized Communist activities despite the fact that the Party is outlawed; and (3) hope that Kubitschek means what he says about favoring private enterprise and foreign participation in Brazilian industry and commerce.

Kubitschek, as all candidates for public office do, has promised Brazilians more than any man can hope to deliver. This is epitomized by his pledged program of "50 years' progress in 5 years". He has also said that he intends to organize and integrate Brazil's sprawling crazy-quilt of railways. That alone would represent 50 years' progress. With the possible exception of Russia and China, no land on earth is so hamstrung by lack of land transportation. His statement that foreign participation in national industries must go beyond mere declarations and become fact was noted hopefully by United States oil interests, whose headquarters are piled high with the carefully-guarded results of surveys and seismographic soundings made during the past decade throughout the Amazon fastness. All Brazilian oil exploitation up to now is in the hands of the Government monopoly, Petrosbras.

Nixon's February 2 announcement of a \$35,000,000 Export-Import Bank loan for expansion of the Government-owned steel mill at Volta Redonda is a good measure of United States conviction that Kubitschek is the free world's best bet in Brazil. Unofficially it is predicted that the loan will be followed by extensive refunding of the country's dollar debt. Brazil faces the following impossible schedule of dollar payments falling due:

1956	\$150,065,000
1957	181,523,000
1958	145,954,000
1959	164,204,000
1960	167,015,000

Washington now believes that the Venezuelan government did not say, or certainly did not mean, that European companies would be given preference in granting future oil concessions.

The Ministry of Government declares that absolutely no preference will be shown to

Washington Letter

anybody; that future concessions will be granted solely on the basis of whose contract offers the best deal for Venezuela. The oil-rich country has granted no new concession since 1945. In 1954, the Government called for bids on several areas. Significantly, all the areas were outside the National Reserves, (when a mining or petroleum company makes a big strike the Government habitually stakes out as part of the National Reserve considerable territory on the boundaries of the company's concession). A number of United States and European companies submitted proposals but no action was taken during 1955. Some of the companies are now revising their bids, and concessions are expected to be awarded some time this year.

Just how tough European competition has been in recent industrial developments in Venezuela is indicated by the following contracts, all let in the past few months.

Project	Amount of contract	Successful bidder
Extension of national telephone system	\$ 10,887,000	L. M. Ericsson, Sweden
90,000 kw electric generating plant at Puerto Cabello	10,916,000	A combine of Italian companies
200,000 kw hydroelectric plant on Caroni River	7,601,000	A combine of Swiss & German companies
Steel mill at Puerto Ordaz	173,000,000	Fiat, Italy
Petro-chemical complex near Puerto Cabello	30,000,000	A combine of Italian companies

United States companies bid unsuccessfully on all of the above projects.

* * * * *

Cotton experts warn of a potentially-explosive situation that could seriously damage the economies of Paraguay, Nicaragua, El Salvador, Peru, and to a less degree, those of Guatemala, Mexico and Brazil. Since 1950, Latin American cotton production, stimulated by (1) good market guaranteed by United States price support, and (2) modern methods of fighting crop-destroying insects, has increased rapidly. Until a few years ago most of Central America imported cotton. Now the fiber is an important export for all the above countries. During the 1954-55 crop year it was the No. 1 export for Mexico, Peru and Paraguay (as well as for the United States, Turkey, Pakistan, Egypt, and Libya). The increased production is piling up an ever-higher surplus with still more in prospect from the abundant 1955-56 crop. The New York spot price of 34¢ per pound in early February offers a good profit to producers, but there is strong pressure to drop or lower United States price supports. This comes chiefly from textile interests and cotton economists, who see a long-term increase in cotton consumption as the result of a 3¢ to 4¢ price reduction. Moreover, to guarantee their own market, United States cotton producers are pressing for a higher tariff or import quotas on imported cotton goods.

Fear that either or both groups will prevail is leading some Latin American producers, at least in Central America, to offer their crops at discounts as much as 15 per cent below the world market. This could become a stampede that would wreck the world cotton market.

This space is reserved.....

INVESTMENT *Proposals*



(Publication of offerings does not necessarily constitute either endorsement or recommendation by the publishers. Available additional details may be obtained by writing to the Director, Investment Proposals, Latin American Reports, Inc., P. O. Box 2567, New Orleans 16, Louisiana.)



BOLIVIA

Large-scale farm and cattle operator wants to cultivate some 5000 acres of Kenaff, a prime vegetable fiber from India used for metal sacks and ropes. Also, to set up pilot model for the processing of oil from ricino, an oil-rich plant abundant in tropical areas near Santa Cruz. Seeks outright loan of \$1,500,000 under terms established by the U. S.-Bolivian Mutual Security Act; or will form a long-term association proffering 60 per cent of the capital stock. In either case, a 25 per cent annual return on invested capital is anticipated, which can be withdrawn from Bolivia through exports of the company's products as well as in coffee and sugar cane.

Wolfram and tin mine, with clear title, now grading 30 per cent of each mineral plus 75 per cent fine tungsten has been evaluated at \$150,000. Owner wants to form association on a 50-50 basis under terms of the U. S.-Bolivian Mutual Security Act. A small plant for separation and grinding is needed.

CHILE

Mining company working South Chilean iron deposits with an estimated grade potential of 65 per cent requires approximately two million dollars ex-

pansion capital. Estimate production capacity would be increased by 30,000 tons monthly. Company executives open to partnership offer, underwriting sales to fund credit purchases, or other arrangements proposed by potential investors.

South Chilean timber concern seeks \$400,000 to finance exploitation of a 60,000 acre hardwood timber tract. Nine varieties of hardwoods known to foreign markets are contained in the tract; in toto, an estimated 25-million inches of timber, of which 45 per cent is of E-I type.

Well established plywood producer proffers partnership in return for a \$50,000 capital investment in U. S. machinery, needed to expand capacity.

Bus fleet owner who leases to passenger line operators in Santiago requires \$10,000 to purchase new rolling stock. Proffers partnership.



Truck line operator with a fleet of twenty cargo trucks ranging from nine to twenty-two tons seeks \$1,000,000 for expansion capital. Present operations feature valuable government contracts. Offers partnerships.

Four businessmen engaged in pig bristle production—an item demanded in the U. S. for fine shaving brushes—seek \$50,000 to expand their export capacity. They point out that the demand for Chilean bristle has increased measurably with the withdrawal of Chinese production from normal trade channels.

Manufacturer of aluminum consumer goods with a well-established pro-

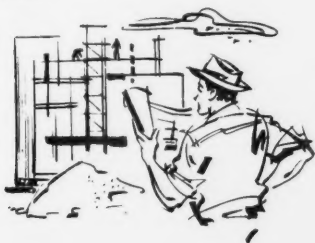
vincial market wants to expand production capacity by at least \$10,000 in machinery. Offers partnership to American experienced in same line: kitchen utensils, small household goods, and railings. Would like to undertake new project: prefabricated house using copper sheeting already on hand, in lieu of aluminum.

COLOMBIA

Manufacturer of steel office furniture seeks \$100,000 expansion capital to undertake production of desks, filing cabinets, visual records equipment and allied lines under licensee arrangements with U. S. firms, and partly from own design. Prospects for such enterprise believed excellent since imports currently are negligible, and since existing competition is limited to small metal working shops whose production is haphazard and of poor quality. In addition, the firm needs a U. S.-trained mechanical engineer as technical manager supervising both design and production.

ECUADOR

Local firm of English nationals, long-experienced in commercial-industrial matters of the region, is interested in setting up a natural and processed gas distributorship to household consumers. Long range prospects are believed excellent in view of the diminishing supply of firewood now used for household purposes, and the dangers inherent in the use of gasoline and kerosene — principal substitutes at present.



Saint Lucia

BRITISH WEST INDIES

Real estate developer—contractor is seeking \$150,000 additional capital to modernize a resort hotel. Located on the Vigie peninsula, this resort occupies approximately six acres, including an extensive beach frontage on the Caribbean sea. Excellent air transport accommodations are in prospect with the expansion of the nearby air terminal facilities designed for all modern aircraft, including jets.

Government cooperation is indicated.

..... for **YOU,**

if you are
looking for
investors to
support a Latin
American
enterprise.

**YOU WILL REACH
PRE-INTERESTED BUSINESS
EXECUTIVES ALL OVER
THE COUNTRY WITH AN
ADVERTISEMENT IN**

LATIN AMERICAN REPORT

RATES ON REQUEST—WRITE TODAY!
International Trade Mart, New Orleans

TRAVEL

Right: One of the most famous hotels in the Bariloche region is the Llao-Llao seen here in the distance from a hill nearby.

BEAUTIFUL

Bariloche



Giant land-locked salmon are no rarity in the lakes surrounding San Carlos Bariloche. This Pan-American Airways photograph was taken during the summer, but note the snow still on the mountains.

After fishing or skiing it is customary for the group to gather in a "chalet" and talk over the occurrences of the day.



This is it . . . by far the most beautiful place I have ever visited . . . alive with foreigners . . . Swiss, Belgians, Germans, Hungarians . . . San Carlos de Bariloche is more Swiss than Switzerland . . . Spanish is the forgotten tongue . . .

the hotel is modern but small and run by a combination of a Hungarian and a Belgian . . . the room overlooks Lake Nahuel Huapi, . . . miles straight across the lake, mountains rise into the skies . . . it is summer now so there is barrenness below and

the peaks are covered with snow . . . and the water, crystal clear.

The flight from Buenos Aires is amazingly smooth and beautiful . . . for two hours over the lush provinces . . . green, green, green . . . then the broad pampas, on toward the desert regions . . . and then for miles upon miles not a single tree . . . just parched earth . . . then, suddenly, a tiny valley . . . Valle Rio Negro . . . said to be the richest in all of Argentina and with all manner of fruits . . . after the valley, the foothills of the Andes . . . like blue slithering snakes, tiny rivers cut their way through the mountains . . . then Bariloche . . . all around the towering mountains—the Thunderer, Otto, the Cathedral . . . through a cataract of mountains above and lakes below went the plane . . . all the regions and the lakes fed by the melting snow from the peaks of the Andes rising thousands of feet into the blue skies.



All of this is one thousand air miles to the south and west of Buenos Aires . . . to the quaint little village which well may have been lifted intact from Switzerland. The village has a Spanish name of San Carlos de Bariloche. But when it has been called by name, all connection with Spain or the Conquistadores who came to settle the Americas ends, and ends abruptly. There is nothing about the village—its architecture, its culture, its dress, its customs—that has any feeling of Spain.

The reason is obvious. While such areas as Lima in Peru, and Antigua in Guatemala, trace the influence of the Spanish Conquistadores back more than 400 years, the area around Bariloche never was conquered by them . . . and Argentina has had control of the area for only a little more than three generations. Throughout those robust years, when the Spaniards were conquering the Incas, the Aztecs, and the Mayans, the Indians around Bariloche held full sway over the land, the lakes, the regions, and the mountains. It was not until 1880—that is a bare 75 years ago, that the last indian was subdued and the national flag of Argentina raised over the town and the area.

But the spectacular natural phenomena—glaciers, waterfalls, snow-peaked mountains—demanded that the area

become a national park. And, in 1903, it was set aside by the Argentine government . . . to preserve the virgin beauty . . . age-old trees rising to 150 feet in height . . . flower-decked prairies . . . clumps of berry-laden shrubs.

In time, the tourist world discovered Bariloche . . . and began to fish its lakes . . . where rainbow trout and salmon tip the scales at 15 pounds . . . to sail its icy mountain waters . . . to climb its peaks, thousands of feet into the air . . . to ski on its slopes, with "refugios," fires, and food provided by Club Andino of Bariloche . . . up perpendicular ski lifts on Cerro Cathedral and Cerro Otto, down the other side on wings of wind.

Other tourists, finding these sports too strenuous, settled for golfing on the lush green countryside . . . motor-ing over the 250 miles of brilliantly beautiful parkway threading the area . . . roaming the woodlands . . . noting rare and strange species of flora and fauna . . . tame guanacos and soft brown deer.

Today, tourists reach the Lake Nahuel Huapi area by boat, passing Puerto Blest, Puerto Alegre, and Puerto Frias . . . by rail from Buenos Aires, where trains leave four days a week for Bariloche . . . by air on the Aerolineas Argentinas, flying daily from Buenos Aires during season . . . and by car, a journey of 1,000 miles.

Summers are cool in Bariloche . . . and the winters comparatively mild. June brings the rainy season, lasting a month or more. Seldom are climatic conditions too extreme for tourist pleasure.

From Bariloche, excursions go to other scenic villages, islands, and lake areas. Eighty-one miles to the south is attractive El Bolson—a village set in the center of good hunting and fishing country. In another direction, Victoria Island flaunts rare species of plant life . . . tame deer and small wild animals haunt its woodlands . . . a small hotel offers peaceful seclusion. Picturesque Puerto Blest, across Lake Nahuel Huapi, may be reached by diesel boat. Beyond these points, in all directions, nature has lavished wild beauty on the countryside . . . whatever the destination, the traveler has rare treats in store.

Back in Bariloche, the Patagonian Museum is the pride of the town. Named for Francisco P. Moreno, famous Argentine naturalist and explorer, its subjects range from archaeology to natural history and ethnology.

In this museum the visitor loses the illusion that this beautiful mountain town is a "little bit of Switzerland." But its inhabitants are undisturbed. Their history, too, is colorful. And the present is as bright as the sun that glints on the mountain peaks.

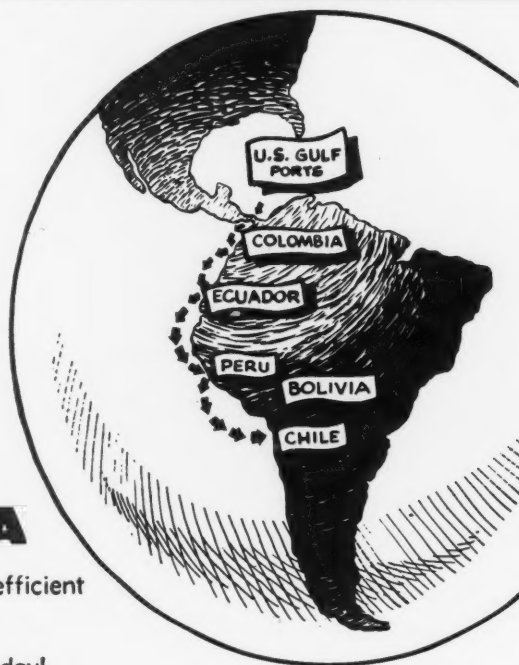
SHIP WITH



TO THE WEST COAST OF SOUTH AMERICA

FORTNIGHTLY AMERICAN FLAG SERVICE . . . fast, efficient service from Gulf Ports—with Limited Passenger Accommodations. Expert cargo handling. Contact us today!

GULF & SOUTH AMERICAN STEAMSHIP CO., INC.



People

IN THE NEWS



Dr. Jose A. Mora

Trouble Shooter: Dr. Jose A. Mora of Uruguay, new Secretary General of the Organization of American States (ex-Pan American Union), is one of the few men on earth who ever stopped a shooting war. Mora was Chairman of the OAS Council in 1955 when Costa Rica was invaded from Nicaragua. He stirred the Council to prompt and energetic action. OAS teams of observers flew at once to the embattled border and the invasion wilted under the fierce glare of publicity turned upon the attempt to unseat Costa Rican President Jose Figueres. Mora was also active in bringing about the recent formal public reconciliation between the two countries.

Hammer and Sickle: "Intense and vigorous action" on the part of the Reds to gain a foothold in this Hemisphere is predicted by Guatemala's Castillo Armas. Speaking authoritatively as one who successfully toppled a communist-regime, Castillo

warns that a unified front of all 21 republics of the Americas is imperative to frustrate Red penetration efforts.

Old Hat: Posturing himself as a Napoleon returning from Elba, Argentine ex-strongman Peron glared militantly but safely from his Panamanian refuge. Predicting that nothing would stand in the way of his return to power, Peron threatened that blood would run in the streets and "... a million people would die."

Freedom Rings: A welcome sign of the times in Argentina was the re-appearance of La Prensa back on the newsstands with Dr. Gainza Paz on the masthead once again as publisher. Closed out by the Peronista regime in 1951 over a phony labor dispute, Gainza was arrested ... escaped to Uruguay and later worked his way northward to the United States. With the Peron ouster last September, legal ownership of La Prensa went into the courts for decision ... but in short order Gainza was given the green light. Arriving in Buenos Aires on the heels of the government's official decree of restoration of November 30, the last two months have been spent putting the house back in order for the qualitative publication of old ... as seen by the first run which hit the streets early in February.

Hat in the Ring: Latest entry in the up coming presidential electoral campaign in Ecuador is Jose R. Chiriboga, who recently resigned as Ambassador to Washington in order to take to the stump. The pro-American, loquacious ex-diplomat Chiriboga is running as an independent. His campaign pitch will be to the working classes.

Record Run: Best barometer of the Ecuadorean political scene is the certainty that incumbent president Dr. Jose Maria Velasco Ibarra will complete a full term in office ... an achievement denied him on two previous tries. And in prospect for the moment is a quiet and orderly presidential election reflective of the country's rapidly improving financial condition which has damped a lot of the reasons for past political upheavals.



Dr. Cesar Tulio Delgado

Young Man, Old Hand: The ever-ticklish job of guiding hemispheric affairs has just passed to Dr. Cesar T. Delgado—Colombian Ambassador to the OAS, who will wield the council's presidential gavel for the next year. Young ... energetic ... capable, Delgado steps into office with a real focus on hemispheric matters since his international experience has been confined strictly to the OAS—and this in the capacity of chief delegate.



Back in her "barefoot" period, this is Rita in *SEVEN CITIES OF GOLD*. The famous dimensions are evident: 34-23-35, weight 101, 5 feet 2½ inches. All of it explosive, with more than a suggestion of a steadily fizzing fuse.

Humacao is a small town in Puerto Rico, and this is its principal claim to fame—a small girl named Rosita Dolores Alverio, who emigrated to New York to begin Spanish dancing lessons at the ripe age of four.

She made her public debut at five, doing a routine in a Greenwich Village club with her tutor, Paco Can-sino. At thirteen she had her first acting job, in a Broadway play that ran one whole week. At sixteen she was entertaining in nightclubs. Her second stage role was in a play that folded after one week too—but during that week a Hollywood scout caught it, offered her a screen test, and that's why you know her today as Rita Moreno.

Her voice actually "starred" in motion pictures before she did. In her native tongue she dubbed in Spanish lines for Elizabeth Taylor, Margaret O'Brien, and Peggy Ann Garner; and if you saw *Meet Me in St. Louis* in its Spanish version, that was Rita singing the Trolley Song.

Curvaceous Rita soon became Hollywood's Latin "barefoot girl." Sometimes tongue-tied, often peppery, she walked or swayed across beaches and wild country in such films as *Pagan Love Song*, *Garden of Evil*, and *Seven Cities of Gold*, and contributed her own fiery sparkle to many television films.



With Tom Ewell in *THE LIEUTENANT WORE SKIRTS*, Miss Moreno appears in unaccustomed modern costume, still pretty barefooted.

It's a long road, but little Rosita Alverio made it. Today she has attained full stardom. Her first serious role was the beautiful Tuptim, one of the king's wives in *The King and I*. She followed this with a starring role in *The Lieutenant Wore Skirts*, and is now appearing as the gamin-like mistress of Francois Villon in *The Vagabond King*, a part which generously displays her singing and dancing talent.

Like most young actresses, Rita dreams of a chance at "femme fatale" types. This is still in the future, and so is marriage. Will she stay in Hollywood? "If I love the guy, I'll go

With
KIP
Rico

AT THE TOP



*With sly dignity, Rita kicks up a heel in **THE KING AND I**. This is a long way from Puerto Rico and New York's P. S. 132.*

wherever he wants to go," she says.

Getting to the top in Hollywood is a tough climb, whatever path you take. Rita Moreno chose the hardest path, the talent-and-hard-work route. Staying on top in the film capital is even harder, but you can bet on the girl from Humacao, Puerto Rico. She measures only 5' 2¼", up and down, but she is very big by Hollywood standards.



IS ARGENTINA

Editor's Note: On September 16, 1955 the first rumblings were heard of the revolution which was to sweep Juan Domingo Peron from power as President of Argentina in five days . . . thereby ending the dynasty of Peron which had ruled Argentina for over nine years. In the era that followed, Peron ushered in an entirely new social system founded on the "descamisados"—the shirtless ones who assumed an unprecedented political potency. The old oligarchs—the men of culture who had made Argentina one of the great nations of the world—were stripped of power, prestige and position. The fundamental complexion of Argentine policies and relationships shifted profoundly, characterized in part by Peron's attack against the United States, his sorties against the foreign companies who had millions of dollars invested in the country, rigid supervision of the foreign exchange pattern, and the abortive duel with the Catholic Church.

Now, Argentina has been re-born. But this is not to say that the record will be sponged clean of changes instituted by Peron; many will remain. Arbiter of the pattern now is Major General Pedro Eugenio Aramburu. A little known division commander before the revolt . . . now, Provisional President. In his hands will be molded the future policies of Argentina.

In order to obtain some indication of the shape of things to come, the field representative of *LATIN AMERICAN REPORT* in Buenos Aires submitted to General Aramburu six significant and pertinent questions. Following are the General's verbatim answers.

Stable?



Aramburu

Q. Your Excellency: What will be your attitude toward the government of the United States?

A. The attitude of my government with regard to the United States of America already has been clearly defined in previous statements, and by measures proving there is a desire to strengthen the traditional bonds between our two countries.

Q. Excellency: What will be your policies with regard to foreign investment capital?

A. All foreign capital desiring investment in the Argentine Republic for purposes that contribute to its progress and welfare will be received with the utmost pleasure and will be fully guaranteed.

Q. Excellency: What will be the posture of your government toward labor in Argentina?

A. Manual workers or laborers, in my opinion, not only are deserving of consideration because of their contribution to the welfare of the country, but also to the stimulus and support which are indispensable to the consolidation of their legitimate gains. I am convinced that they understand my government is treating them with complete justice and good will.

Q. Excellency: What is the attitude of your government toward the Catholic Church?

A. As I explained in my broadcast

on December 31st, the government respects as official the Catholic religion, which is professed by the majority of our people. At the same time, full liberty is guaranteed to all other religions. I think this is the best way for religions to develop and fulfill their great moral function.

Q. Excellency: How do you feel about a completely free economy, one that would have a free peso exchange as is the case in Peru today?

A. Undoubtedly, the ideal toward which to strive is the achievement of a free economy including a free exchange, like that of other countries. But in a situation such as ours, after suffering the consequences of arbitrary politics and economics for twelve years — aggravated by excessive state intervention — this ideal cannot be achieved immediately, but must be attained in easy stages.

Q. Are there any other matters on which Your Excellency would like to express an opinion?

A. I wish to take this occasion to express the conviction that when there has been established a normal way of life in our country based on effective liberty and democracy, our relations with the other countries of the Americas, and, as a matter of fact, with the whole world, will become more favorable because nothing contributes like liberty to comprehension and understanding between nations.



An avenue in Buenos Aires



THIS LIVING CIRCLE STRENGTHENS THE AMERICAS

The Maya civilization, centuries ago, rose to great heights and then perished in the jungle. Why? Perhaps because this remarkable people relied on one crop—corn; perhaps because they lacked economic and cultural contact with others.

We of the Americas now realize that Interdependence is the key to our survival. Today not one, but many crops and products flow northward from Central America . . . coffee, hides, lumber, bananas,

cacao, abaca . . .

Dollars for these crops and Central America's goods and services flow southward. They buy refrigerators, telephones, cars, tractors, and other manufactured articles.

Thus we have a living circle of economics that strengthens the Americas, bringing the people of the American Republics closer and closer in bonds of friendship and better living.

United Fruit Company

United Fruit Company has been serving the Americas usefully for 55 years—employing and developing human skills, conducting extensive research, cultivating, transporting and selling bananas, sugar and other crops, and expediting communications.





Aerial view, taken by TACA International Airways shows the modernity of Guatemala City. In the direct center of the photograph the presidential palace, with the cathedral on the right may be seen.

A case study of a country which crushed
Communism and now is confronted with new problems.
This is how Guatemalans are meeting the issues

This TACA photograph shows Guatemalan coffee beans being dried. Highland-grown coffees of Guatemala are world renowned for blending.



THE ROAD BACK

Guatemalans, who came to the aid of the little ragged army of volunteers led by Colonel Castillo Armas in July of 1954 to crush Communism within their country, now find themselves confronted with newer and deeper problems if they are to acquire political peace and economic prosperity.

Communism is crushed and is no longer an important issue. Now the top issues revolve around productivity, economic planning and personal morality. They are paramount and they are "musts" in the Guatemala of today.

One of the chief areas of concern is coffee, the country's most important dollar earning product. Dollars gained by exporting coffee are used to purchase much needed manufactured products and machinery to spark the country's economic development.

Despite relatively high coffee prices in recent years, coffee growers have had rough sledding. During this high price period, most coffee producers hesitated to expand production or improve estates, fearing expropriation. A few forward looking producers, however, realizing that a land reform program is a necessity if a government is to remain in power, have taken steps to meet the problem:

- 1) They are attempting to concentrate production around the central core of the estate, containing the finca house and a concentration of Indian labor, as opposed to scattered coffee plantings in diverse areas and a continual search for virgin lands on the huge plantations.

- 2) Impoverished land is being fer-



▲ This United Fruit photograph shows freshly cut bananas being prepared for dipping. The dipping washes off the chemicals used during the growing process.

tilized.

3) Plantings are being placed closer together.

4) Seeds are being carefully selected.

What these steps add up to is an effort on the part of planters to produce more coffee in less space. One planter, the owner of approximately 40,000 acres, is abandoning all coffee plantings which cannot be reached by truck along the main roads through the finca. Within a few years he will be prepared to release some 30,000 acres to Indians living on his estate. Eventually, less efficient growers will have to follow suit or close down their fincas, since idle land is a special target of modern agrarian legislation.

Another of the problems confronting Guatemala is that of transportation. For the economic growth of any country, low cost transportation is basic. Guatemala, broken into valleys and mountain ranges by recent volcanic activity and rapid erosion, presents a real problem to the road builder. U.S. economic aid and International Bank funds are being earmarked for construction of tourist thoroughfares in the belief that the tourist business will pump more dollars into the Guatemalan economy. Coffee growers and miners prefer using economic development funds on feeder roads or roads needed to get dollar earning products out of the country.

The demands of this latter group can be understood better upon examination of the monthly accounts of a mine located near Coban, a day's

drive from Guatemala City. Although this mine is producing a mineral six times richer than the U.S. average, the owners are losing money. This is occurring despite production of lead and silver as by-products. Monthly costs of transporting the concentrate to the United States are greater than all other costs of mining including production, concentration, staff salaries and miscellaneous expenses.

An improved road to a Caribbean outlet would permit the miners to transport the products efficiently, make a decent profit, and in addition, pay handsome government taxes. It is not surprising, therefore, that many thinking people in Guatemala question the great investment being made in tourist roads while feeder roads linking farm to market remain unimproved.

Another problem facing Guatemala, which is basic to political stability anywhere in the world, concerns the ethical code under which government statesmen operate. That certain members of the Castillo Armas regime practice a code of ethics no better than that of the previous regime is illustrated by the "corn situation."

During the revolution of July, 1954, the corn harvest was lost due to fighting. In the early months of 1955, crops suffered from lack of rain. In some areas, three successive plantings were killed off. Heavy rains during the late summer of 1955 are providing "elotes" or corn on the cob, but Guatemalans must dry corn and store it for future use. By eating fresh corn the future supply is diminished.



This is part of the vast spray network which literally blankets the United Fruit plantations in the tropics. Below, dipped and washed, the bananas are readied for shipment to the United States.



Guatemala

In order to alleviate this situation, and to support the Armas regime in which it has invested heavily, the U.S. government presented 17,000 bushels of surplus corn to the Guatemalan government. A price of 4.5¢ per pound was agreed upon for sale to the Guatemalan people to help replete the treasury emptied by the previous regime. American corn, however, easily distinguished from the local and Mexican varieties by size, color and evenness of rows, sold for as high as 11¢ per pound. Worried over possible repercussions, the U.S. sent Point Four officials to watch over distribution of American corn.

By the end of July, the corn distribution program began to backfire. Hundreds of pounds found their way into unauthorized hands and were resold at higher prices. Then, during the early days of August, another scandal broke with the discovery that certain dealers, who were holding corn off the market to force prices even higher, had let the stored corn spoil. There was also evidence that corn had been exported from Guatemala to Salvador during the height of the scarcity.

In the meantime, in almost every Guatemalan village and town, people waited in line for days to buy corn at any price. In northern Guatemala, natives began gathering roots and berries not normally eaten, and from remote outposts came reports of starvation.

Under more normal circumstances, however, the good black earth of Guatemala does produce enough for all to eat. It is only when the unusual happens that the country faces food

shortages.

Currently the recently-enacted petroleum law is creating problems; but few doubt that in the end it will have a far-reaching effect on the country's economy, culture and political alignment—with favorable results.

That holds true whether the Peten district, where the oil is presumed to be, produces a single drop of "black gold" or becomes a booming field.

The announcement that bids for oil concessions would be received resulted in the greatest influx of foreign business men in the modern history of Guatemala. Many who came were out-right charlatans, others promoters and still others representatives of good, stable groups—including, of course, the truly big oil companies.

The requests for exploration and exploitation rights reached undreamed of proportions. Estimates, by the government, were that perhaps six or eight large companies would be actively interested in requesting concessions for these rights . . . and that no more than 20 concessions in all would be involved.

In reality, 29 groups filed requests for a total of 90 separate concessions. The big names involved include the following:

Atlantic Corporation, Tidewater, Standard Oil of Ohio, Petroleum Investments (Shell), Continental Oil, Sun Oil, Standard Oil of New Jersey, Union Oil of California, Signal Exploration Company, Atlas Petroleum Company, and Central American Oil and Mining Company.

Land overlapping presented a further problem. The entire Peten district covers an area of approximately 36,000 square kilometers. The concessions requested covered an area of 80,000 square kilometers.

Some of these include areas now located in British Honduras. The Guatemalan government claims sovereignty over these and will be forced to grant the concessions, even though a legal hassle with the government of British Honduras seems inevitable.

What happens if oil is found in these disputed areas is something that well may find international courts of justice being asked to hand down a final determination.

So much overlapping is involved that indications are that many months will be required before any company can safely justify expenditure of money and get down to work. Under the Guatemalan law, when a concession area overlaps, the two are requested to negotiate. If the applying parties fail to get together, the government steps in and can auction off the disputed strip.

So much paper work, bewilder-

ment and confusion resulted with the announcement for bids that the government was forced to call a halt to receiving any more requests for concessions. At the time a two-month moratorium was declared. Stories were spread, without foundation, that the government decreed the moratorium so that "friends" could get the choice key areas.

In the lobbies of Guatemalan hotels, with lawyer and geologist meeting lawyer and geologist, the air is filled with conspiracy and intrigue. Already the "oil boom" has created many other speculative enterprises.

There has been an influx of geologists searching for sulphur, lead, gold, and other minerals. Various business ventures hinging on the oil development are already being formulated on a fifty-fifty joint basis. Road contracts have been let, and others are in the planning stage. In addition, a plan is underway to attract tourists to areas which were famed in Mayan days and since have been throttled by the inexorable growth of the jungle.

As the "gold rush" in the United States eventually altered the life of the entire nation, so the "oil rush" promises to effect all Guatemalans.

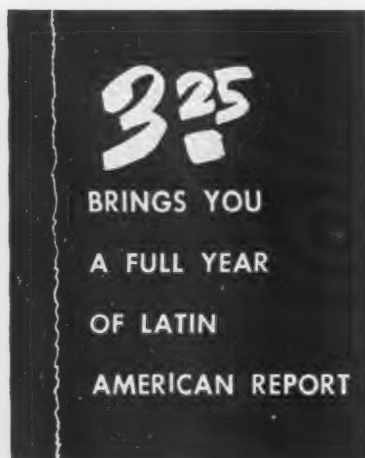
While most of the talk and the so-called "big deals" revolve around oil at the moment, the regime of President Castillo Armas is *not* overlooking the fact that other phases of the economy should be developed.

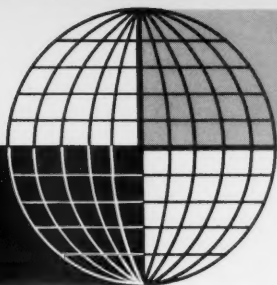
On the tourist front, the government is currently working on promotion plans and seeking to expand limited hotel space. Efforts are being made to emphasize the importance of agricultural development and to urge diversification beyond the principal products—coffee and bananas. Industrial growth is being stressed, though the opportunities are mainly for small industries.

Some things, of course, may be found wrong with the regime of the Castillo Armas government. Objections are raised to some of the civilian advisors surrounding him. Unquestionably, the government is moving slowly and much yet has to be done.

But throughout the country, there is little criticism of President Armas personally. On all sides, the feeling is that he is an honest and intelligent leader seeking to bring real stability to the country. Best proof of this was the ovation which thousands upon thousands gave him upon his return recently from a goodwill tour of the United States.

The Guatemalan picture may not be evaluated as completely favorable . . . but the country is developing and its long-range prospects are better than ever.





around the **HEMISPHERE**

It all depends on how you look at it...

WORRY! WORRY! . . . general consensus throughout the Western Hemisphere was that only little interest was aroused by the Moscow announcement that Russia was contemplating a drive to expand trade relations with the Americas. TASS, the official Russian news agency, thinks differently. In a story filed from URUGUAY, TASS portrays Montevideo newspapers as being keenly aroused over the possibilities of trade with Moscow. TASS hints, that's Russian for "says," that the Soviet move will force the United States to completely revise its entire South American policy.

HARPOON. . . in COLOMBIA, Article 121 establishes a State of Siege. El Diario, a daily newspaper published in Medellin, comments: "...it was designed to re-establish public peace, not to keep it disturbed."

LET DOWN. . . Juan Domingo Peron, ousted president of Argentina, in discussing his projected new book, "Force is the Right of Beasts," gave it a value of \$1,000,000 (million). This was the figure given when Peron went to authorities in PANAMA and charged that a Mexican lawyer had stolen the manuscript. The district attorney's office took a slightly different attitude. In curt, cryptic language, the Panama authorities said the manuscript had another value--the paper on which it was written and the time it took to type it. In total---\$50.00.

- - - - -

HONORS. . . Roy H. Glover, president of the Anaconda Copper Company has been named an honorary member of the Institute of Economics and Political Science at the University of CHILE. Reason given: Glover's contribution to the fields of law and business organization.

- - - - -

QUIET PLEASE! . . . hoopla artists, and other miscellaneous noise makers, particularly motorists, have the word to move silently through the streets of BUENOS AIRES . . . or face arrest. By official decree, noise making, effective April 1, will not be tolerated. Offenses specifically outlined: unnecessary horn blowing, store owners with loudspeakers, sound trucks that prowl the streets to earn a living, and automobiles with noisy exhausts.

- - - - -

ROMAN HOLIDAY. . . gagged for months because of a State of Siege, BRAZIL'S journalists have been given the word from no less an authority than President Juscelino Kubitschek that he is in favor of a bill granting amnesty for all newspapermen.

- - - - -

BUSY BEES. . . in 1950, MEXICO CITY had a population of slightly more than 3,000,000 inhabitants. Latest official statistics show the city has passed the 4,000,000 mark.

- - - - -

NO PROBLEM. . . Brazilian police had little descriptive trouble in warning Rio de Janeiro citizens of a savage Indian who had fled from a hospital: speaks no Portuguese, has pierced ears and pierced lips. The police omitted referring to him as "savage".

BUSINESS

Ecuador: Steel Rails Open

New Frontiers

The newest boom town in South America is San Lorenzo, a tiny split-bamboo-and-thatched-roof village huddled between the jungle and the coastal mangrove thickets where Ecuador's Mira River pours into the Pacific, a few miles south of the Colombian border. San Lorenzo's boom is not uranium, oil, gold, or pearls. It is steel, in the form of the nearly-completed railway soon to link these once-inaccessible lowlands with the sky-scraping sierra.

In its 94 miles the railway slices through the sea-level forests of the rich coastal plain, bridges thundering rivers never bridged before, and clinging to the gorge of the Mira, climbs to the cooler foothills. Doubling back upon itself in ever-rising switchbacks and tunneling through the Andean rock it labors upward to the village of Carolina, at an altitude of 3700 feet. Here it meets the railway to the national capital, Quito, 138 miles to the south.

The new line will open to settlement and agriculture some 3,500 square miles of rich land that has been idle and largely unexplored

since before written history. In the cool uplands around Carolina grain crops and dairy cattle, and that agricultural money perennial, coffee, do well. Tropical fruits and vegetables flourish in the rolling country below. At the bottom of the foothills the caramel-rich earth, broken only by the twisting brown rivers, stretches in level fertility to the sea. Today the coastal plain is clothed in forest. Feather-light but surprisingly strong balsa wood grows spontaneously here, interspersed with huge boles of ironwood, guayacán, *lignum vitae* and a score of other magnificent tropical hardwoods so heavy that they sink in water and so tough they resist termites. Cleared, the land will produce cane, rice, cotton, chocolate, and bananas, all important items in the national economy. In 1955 Ecuador's \$45,000,000 in banana sales alone equalled her total export of all items for 1947.

The Government, which is paying for the railway, has plans for the newly-opened area. The land for several miles on either side of the right of way is owned by the Junta Autónoma, a public corporation formed by

the Government to build the railway and develop the area. Private industry is now bidding on the land and timber. Beyond this strip great expanses of land have been chopped into 500-acre tracts for sale to homesteaders at token prices and easy terms. The usual inducements of seeds, technical advice and practical help are extended to new settlers. The thinly-populated country offers special concessions, such as duty-free import of tools and equipment to foreign agricultural immigrants.

As with any construction project in the Andes, this one has been an epic. Work was begun simultaneously from both ends. The first twenty-five miles inland from San Lorenzo lay across clay that became mud at the first hint of rain, and rain is all but constant in those sodden forests. Equipment mired and sank in the tapioca-like mess. To stabilize the clay innumerable tons of sand were brought from the Pacific beaches at San Pedro, 1½ hours from San Lorenzo. Once this mixture firmed up, stone for roadbed ballast had to come from alongside the Bogotá River, 18 miles inland. All this was pick-and-shovel work.

The steel bridge across the Bogotá could not be built in the normal orderly manner because of the frequent floods that turned the stream into a raging torrent. As the rails crept across the flat forest land the 185-foot bridge was brought in, one piece at a time. The entire structure was prefabricated on one side of the river. Then, counterbalanced by 35 tons of sand, it was cantilevered on rollers across the gorge until its far end trembled in the air above the concrete and stone footings on the opposite bank. Gingerly the engineers reduced the counterweight until the end of the bridge sank into place.

Other troubles beset the engineers bringing the line down from the sierra. Here too the burden of the job fell on the pick-and-shovel man; the Andean slopes were too steep and the



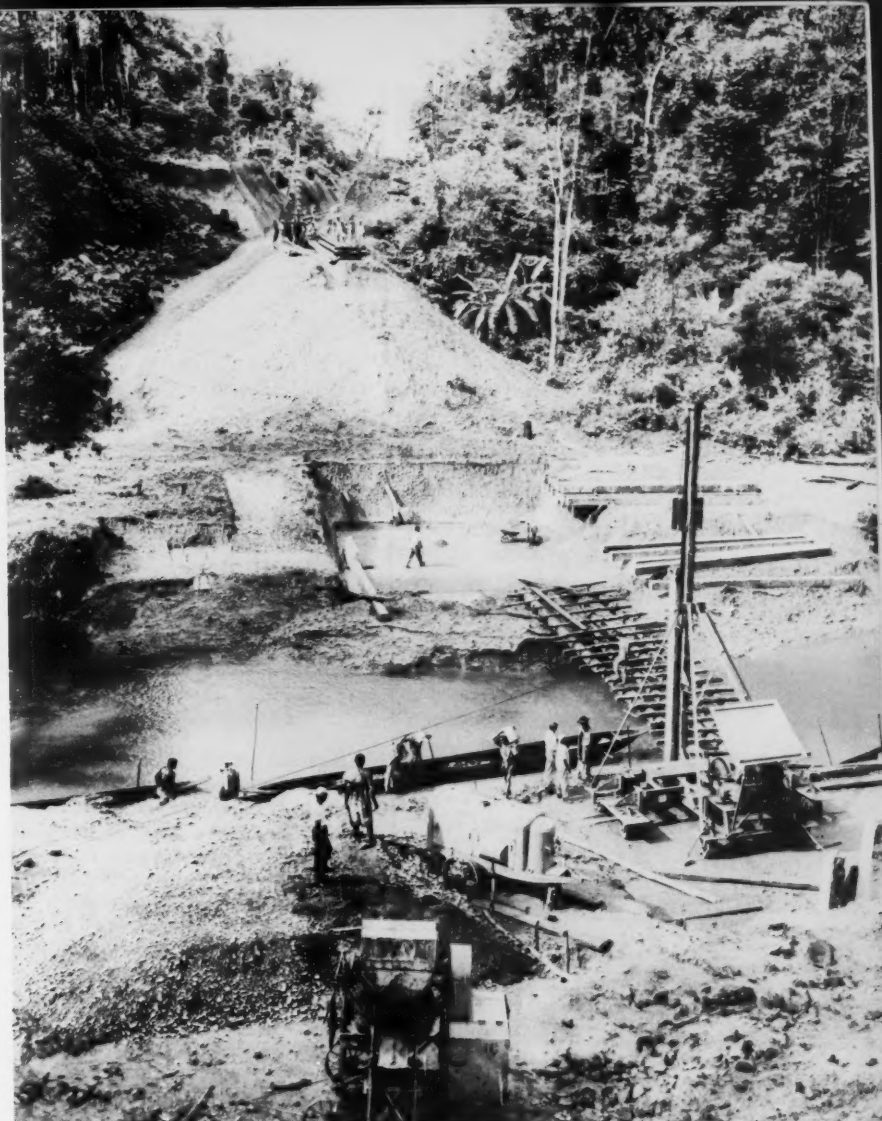
Old Ecuador: thatched-roof cottages and dugout canoes along a palm-lined river bank near the Colombian border.

level spots too narrow for heavy equipment to maneuver. More than 3,000 men were employed during the peak construction period.

It is almost impossible to calculate the value of such an enterprise to Ecuador. The inevitable increase in agricultural production and industrial growth to follow will be only part of its value. It will broaden the horizons and make a higher standard of living available to tens of thousands of Ecuadoreans whose opportunities have been severely limited by lack of transportation. It will be one more step toward making a nation of this country, whose people have traditionally been divided into two distinct and often bitterly antagonistic groups, those of the coast and those of the sierra.

The Andes rule this land as no dictator ever dreamed of ruling. About two-thirds of the approximately 3,500,000 Ecuadoreans live in the cities and towns on the chill plains and in the cloud-ringed valleys of the highlands at altitudes of 7,000 to 12,000 feet. With a heavy percentage of indian ancestry, they are the remnants of the Inca Empire and the inheritors of the Inca's implacable conservatism. Look whichever way they will, the immense backdrop of the Andean peaks stands across the sky and there seems no world beyond this. The elements of life, including ideas and customs, change but slowly. Illustrative of this is the plight of the Salasaca Indian villagers who were sentenced to eternal exile in Pelileo. Even more punishing was the decree by the Inca that deprived them of bright-colored ponchos. Centuries later in 1949, when an eruption of the volcano Tungurahua destroyed Pelileo, the Salasacas still spoke their original dialect and wore black ponchos.

But the coast is the world of change. The spontaneous, laughter-loving costeño is avid for new ideas, and the butt of his edged jokes is the slow, suspicious serrano. The fact that



Sudden, frequent floods make bridges mandatory over streams that seem innocent enough during dry season. Footing of locally quarried granite will go in cut on far side of river.

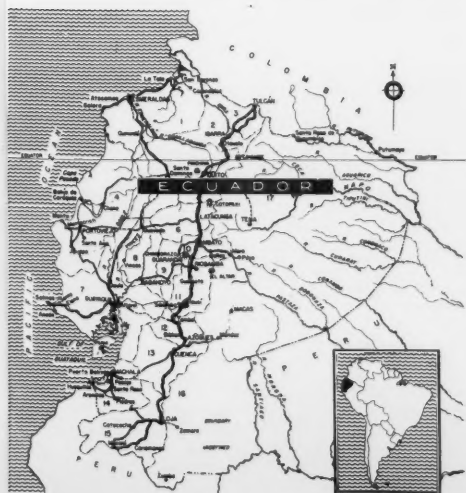
the sierra controls most of the votes while the coast produces most of the national income does not induce political harmony.

For years the only physical link between coast and sierra was the narrow-gauge railway that clawed its way up the Andean precipices to Quito from the chief port of Guayaquil. En route it covers 281 of the most unbelievable miles in railroading history. This link, begun under Eloy Alfaro in 1896 was finally completed by the Americans John and Archer Harmon in 1908. Between the two world wars it inched northward to the city of Ibarra. After World War II it was extended to Carolina.

Meantime the potentially rich coastal plain of the north lay idle and nearly uninhabited. Villages and towns clung to river banks or to the curving Pacific coast. Wood that would float, such as mahogany and balsa, was taken by hand labor from the forests and floated in rafts downriver to

Guayaquil. Agriculture was limited to the export crops and to tropical fruits that would stand the trip downriver without decaying under the furious sun. Easily-produced vegetables (and along the coast, fish) were for local consumption only because there was no way to get them to market. When the Danish-born Ahrends brothers started a modern garden truck farm near Ambato in 1944 they found an eager market for their relatively high-priced produce the entire length of the railway from Guayaquil to Quito.

After World War II Ecuador's improving finances led to the building of an auto road from Quito to Manta, a shallow-water Pacific port. All along the route settlements appeared and farmers began to produce cash and food crops.



**In New Orleans
these Organizations
are ready to serve
YOUR BUSINESS**

International House

(607 Gravier Street),

meeting place and clearing house for importers and exporters, can help you develop North American markets, and to secure raw materials.

International Trade Mart

(124 Camp Street)

offers display areas where foreign and domestic goods are bought and sold.

Foreign Trade Zone

(New Orleans 15, Louisiana)

will gladly supply information on how you can save time, trouble, and money by using the zone facilities. Further data about the operation of the zone's fumigation plant will be furnished, if desired.

New Orleans Traffic and Transportation Bureau

(International Building, 611 Gravier Street)

will furnish, without cost to you, technical transportation data and rate surveys on shipment from the port of New Orleans, or to and through the port.

Chamber of Commerce of the New Orleans Area

(315 Camp Street)

can give you details on the advantages of New Orleans as a location for the expansion of your business, whether it be the opening of a branch office or the establishment of a new factory.

The Board of Commissioners, Port of New Orleans

(2 Canal Street)

will be helpful if your New Orleans business involves foreign trade. The Board also has plant sites available for lease which are served by rail, highway, inland waterway and ocean transportation.

New Orleans Board of Trade, Ltd.

(316 Board of Trade Place)

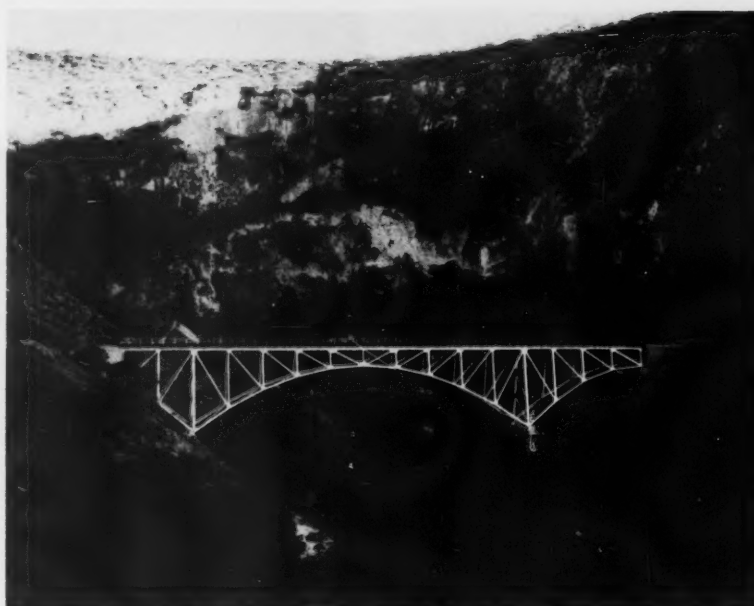
provides information on trade and commerce through New Orleans.

Today—write for free fact booklet on freight transportation service to New Orleans.



New Orleans 9, Louisiana
U. S. A.

Serving New Orleans with
Low-Cost Electricity, Gas, Transit



An "impossible" chasm bridged

Sigatoka blight, a banana-leaf disease, in Central America had led the United Fruit Company to establish plantations on the coast of the Gulf of Guayaquil. Bananas soon displaced the traditional items of "panama" hats, cacao, and vegetable ivory as the country's No. 1 exports.

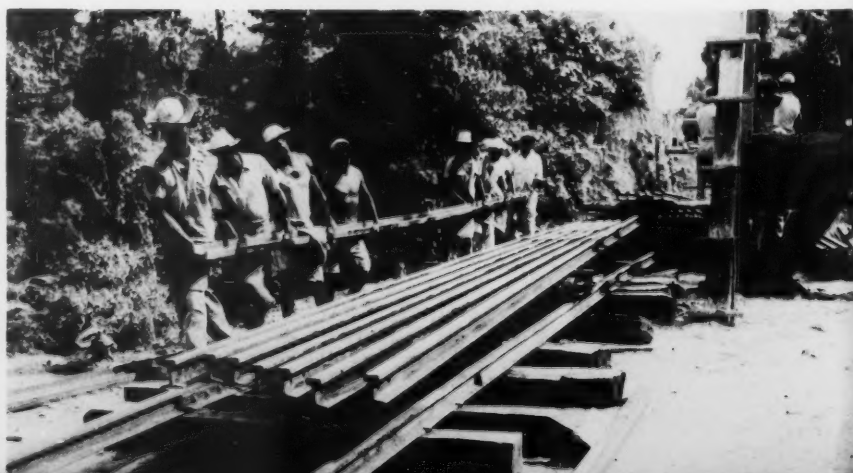
Dynamic, U. S.-trained President Galo Plaza revived the old dream of completing the railway to a second coastal outlet. He formed the Junta Autónoma which in 1952 signed a construction contract with two French firms, the Comptois Internationale d'Achats à l'Etranger and Entreprises Métropolitaines et Coloniales. The contract also called for dredging and building docks and other deep-water port facilities in a bay near San Lorenzo. No rivers empty into the bay, which will be free of the river-borne silt that periodically chokes the anchorage at Guayaquil. The new port will be about 300 miles nearer the

Panama Canal and 50 miles closer to Quito than is Guayaquil. When it is completed ships can save the full day it takes to round the Santa Elena Peninsula, grope their way cautiously up the Guayas to Guayaquil, and get to sea again.

For the total estimated outlay of \$20 million, Ecuador will get in addition to the railway and the port: five railway locomotives, thirty railway cars, one fully-equipped railway maintenance shop, as well as a lighthouse, buoys, and maintenance equipment for the port. The operation has been financed to a considerable degree by Worms & Co., a Paris bank, on a nine-year credit basis. The proviso was that all machinery and equipment had to be purchased in France—a contract honored by the incumbent president, Dr. Jose María Velasco Ibarra.

In all, this vast program is Ecuador's effort to make a today of the eternal mañana.

"Running up the rails"





Man-of-the-hour in Brazil:

Kubitschek

A new star has risen in the Brazilian political firmament, a star who may well light the way to an era of dynamic economic growth and prosperity. For if fixed determination is the key to national leadership then Brazil has found its man in Juscelino Kubitschek, whom it inaugurated as president on January 31st.

What is the measure of this man who overturned the political hopechest of the several favored sons that sought the presidency with such confidence. How was he able to ride roughshod over the opposition of old line politicians who, in combination with wealthy business interests in Rio de Janeiro and Sao Paulo, formed an alliance with top Army brass to keep this 53-year old son of a Polish-German immigrant out of the presidential palace?

To some, Kubitschek was a dangerous radical who would lead Brazil to

political and economic disaster. To others, even worse, he was an adherent of the late Getulio Vargas and could therefore be expected to pursue policy lines laid down by Vargas. The Army especially found this distasteful in view of its role in engineering the Vargas downfall last August.

And so they fought Kubitschek. First by a slick political maneuver on

the part of Cafe Filho, who had assumed the presidency following the suicide death of Vargas. Said Filho: Brazil is not enjoying a state of good political or financial health . . . it could not withstand the rigors of a hard-fought political campaign. Therefore for the good of the country, all political factions should agree among themselves on a candidate who would then be elected to office without electioneering. To all of this Kubitschek was not loath provided he was the candidate to be selected. He wasn't.

This maneuver having failed, the fight moved into the open political arena. Here the opposition pitched their campaign toward the establishment of two premises: Kubitschek was a disciple of Vargas; Kubitschek was a communist, or at least a friend to outlawed Communist Party members. Well, notwithstanding either label he swept the field with a clear win over such formidable opponents as Adhemar de Barros — millionaire businessman and former governor of Sao Paulo, Major General Juarez Tavora, and Plinio Salgado.

But even after their decisive defeat in the October election the opposition was still manifest. More than a score of attempted revolutions followed, and two actual coup d'etats, as well as a hard-fought legal suit carried up to the Supreme Court to determine who would be president pro tempore until Kubitschek took office the end of January. Incredibly, none of these abortive attempts sought to place anyone else in the presidency; instead they aimed at either of two alternatives: to keep Kubitschek out of the office entirely, or to establish firmly that he was the man to take the oath.



One of Rio's most famous thoroughfares named after the man who left the presidency through suicide—Avenida Presidente Getulio Vargas.

Kubitschek

What measure of man is Kubitschek that he could scotch the schemes of the wily Cafe Filho, firmly defeat a politico-military-businessman's front drawn up in solid opposition against him, and then ride out the postelection storm?

In a word, a grimly determined man whose watchword has always been "What I start, I finish." Obviously too, a canny politician. But more than that, he is a hard-driving, industrious, capable executive as spelled out by his administration of the mineral rich province of Minas Gerais. A successful businessman in his own right, Kubitschek undertook a progressive program highlighted by these achievements:

...An expansion of the State's highway network by 50 percent, building some 1,125 miles of new roads;

...The creation of a new sales tax system to help pay for an extensive power plant project;

...The establishment of a refrigeration and packing plant for the growing cattle industry;

...The development of a phosphate fertilizer plant;

...And progressive planning for the State's capital city, Belo Horizonte, which under his guidance became virtually a boom town, with such projects at hand as a 20-million dollar steel-tubing plant. All of which becomes more meaningful when viewed from the perspective of a completed term of office with a treasury surplus—a notable achievement anywhere.

Still another measure of the man while governor of Minas Gerais was his relationship with Vargas. Although a friend to Vargas, he fought him vigorously on many issues, constantly pressuring Vargas into fulfillment of

election promises. Not the least of these instances was the construction of three federal highways across the state, and even more notable, the recapturing of some \$7,500,000 for the Minas Gerais budget when the Vargas 1953 austerity program had sliced budget allocations to all the states. It was then too that Kubitschek's popular standing was enhanced for he went on record with the view that the "real" Brazilian lives in the interior, not Rio de Janeiro, and that there in the interior one worked hard to keep election promises. Perhaps the whole relationship was expressed in Kubitschek's wry remark: "What we earn in Minas Gerais, they spend in Rio."

As for charges of communist leanings hurled at him during the presidential campaign, the record speaks for itself. True, he did not denounce communist leaders from the platform during his campaign stumpings; equally true, he did receive communist support at the polls—but reportedly, it was not of his seeking. Further, he has firmly disavowed any alliance with the Communist Party in conversations with businessmen and U. S. officials. The Department of State itself is "noncommittal" on his alleged connections with the communists, but an obvious inference can be drawn from his invitation to Washington for talks on future relations between the United States and Brazil. Perhaps even more definitive is a matter of Kubitschek's record in Minas Gerais. When it was reported that the outlawed Communist Party chief Luis Carlos Prestes was in the state, Kubitschek gave one order: Find him and arrest him.

The question then is what does the future hold; what sort of government will Kubitschek offer. Naturally an accurate forecast at this time simply is not feasible since the administration that follows must reflect not only the man himself but the extent of the cooperation accorded him by

the opposition factions.

In terms of broad policies the question is whether Kubitschek will pursue further existent aspects of economic nationalism. The key is oil. Will the Vargas view "O petroleo o nosso" (The oil is ours) prevail—which ardent pro-nationalists hailed as a no-trespass warning to foreign oil companies. The question is yet unanswered. In view of Brazil's dollar-poverty, however, and Kubitschek's record as a shrewd, foresighted practical economist it is not inconceivable that he will scrap the slogan and openly advocate cooperation with foreign companies. Further, that his overall policy aims will be geared to the development of a healthy climate for investment in the country—so long as it will help Brazil.

As to his future relations with opponents, which necessarily will affect the successful formulation of policy, Kubitschek has said with particular reference to the Paulista factions: "I am a man of reconciliation. I desire to conduct a government of peace and harmony for all Brazilians. Sao Paulo represents 70-percent of the national values because of the strength of its work. It is evident that this state must figure prominently in the councils of my government."

But the greater measure of the man and the sign of the times was his self-expressed credo that "from now on politics will be left to the various political parties. I shall be engaged in the work of administration. What Brazil wants is action and work."

Thus Kubitschek—the eternal political opportunist—has indicated his willingness to let old antagonisms lie and bygones be bygones. All of which throws the issue squarely up to the opposition; in so many words, whatever character the forthcoming regime in Brazil assumes will reflect directly the extent to which the opposition in Brazil underwrites and cooperates with Kubitschek.

At last

an authoritative look at that part of the world vitally interlocked with us, attractively presented in news-magazine format, profusely illustrated. It covers every significant phase of Latin American life . . . politics, economics, investment proposals, travel, books and personalities, as well as many other colorful facets of the southward lands and their people. All of us want to understand our southern neighbors; many of us want to do business with them . . . and readers of Latin American Report will have a running head start.

A check for \$3.25 will bring you the first 12 monthly issues—mail it today to

LATIN AMERICAN REPORT, 410 International Trade Mart, New Orleans 12, La.



This aerial view shows one of the most popular tourist attractions in Mexico City—the Plaza, with the cathedral in the background.

BUSINESS

ECONOMIC

Corrida

There's a bonanza south of the Rio Grande . . . not in the sense of a newly discovered silver lode . . . or an untapped oil reservoir . . . nor even in terms of a newly-born industrial complex but rather bonanza in its broadest meaning for it applies to the Mexican economy in its entirety . . . an economy which has come of age.

By whatever yardstick chosen to measure the prosperity of today the same conclusion is reached, record highs are the rule. Looking at dollar reserves as a reliable barometer, official statistics bluntly tell the story:

. . . In February 1955—dollar reserves stood at \$210,000,000.

. . . In March 1955—up 30-million to \$240,000,000.

. . . By January 1956—a vigorous \$410,000,000 — an all-time high, roughly double the April, 1954, reserves when the peso was devalued to its present level (8 cents U. S. to one peso).

So too in foreign trade. Sound planning and a shrewd eye on world market conditions resulted in a healthy upsurge of exports with notable diversification both in terms of products and geographic distribution. Cotton, the nation's No. 1 export commodity, jumped 15 per cent with a record two million bales. Approximately a half-million tons of sulphur left Coatzacoalcos for England; while coffee exporters, mindful of depleted stocks-on-hand in the United States, obtained permits to ship 800,000 130-pound

bags of the 1½ million bag current crop. Equally significant was the import picture: import lines better geared to the country's developmental needs, coupled with a cutback of luxury goods. The results—a flourishing foreign trade pattern marked by a \$45.3 million dollar reduction of the 1954 trade deficit which stood at \$163 million. Even better prospects are in view for 1956 which may see the finalization of swapping arrangements with various European nations, including the Netherlands, France, Portugal, and a whopping \$10 million dollar trade deal with Italy. And in the Far East, a five-year contract with a Japanese textile consortium for 400,000 bales of cotton annually if Mexico cotton growers meet competitive world prices.

Closely inter-related is the capital investment picture. Several companies reportedly have selected sites near the sulphur dome for chemical and fertilizer plants. One international house presently is installing machinery and equipment for a newsprint plant in Oaxaca, with a 30,000 ton annual capacity; and plans are on the drawing board now for a similar plant in Michoacan with an even greater capacity—all of which will save Mexico the \$10 million now spent on newsprint abroad. These and other capital investments—flowing in faster than can be accepted and absorbed—signal recognition abroad of Mexico's boom conditions, and more important, the

basic soundness of the country's economy.

And of notable significance, a record winter tourist trade which has become a veritable gold mine in itself for the hotel, restaurant and entertainment industries. Acapulco has become a real mecca for pleasure-seeking, dollar-laden American tourists. Air traffic has been pepped up with airlines providing a 15 per cent fare reduction from nearly all points in the United States. But this is only the beginning. As the inter-American highway pushes on Southward, eternally-gypsy American motorists may well be expected to swarm the Mexican countryside in ever increasing numbers. All of which means every cross-road along the way will benefit.

Other signs of the times: abundant crops for the past two years—and another good year in prospect—reflective of improved agricultural production methods, and a sound policy of farm credits, and favorable weather.

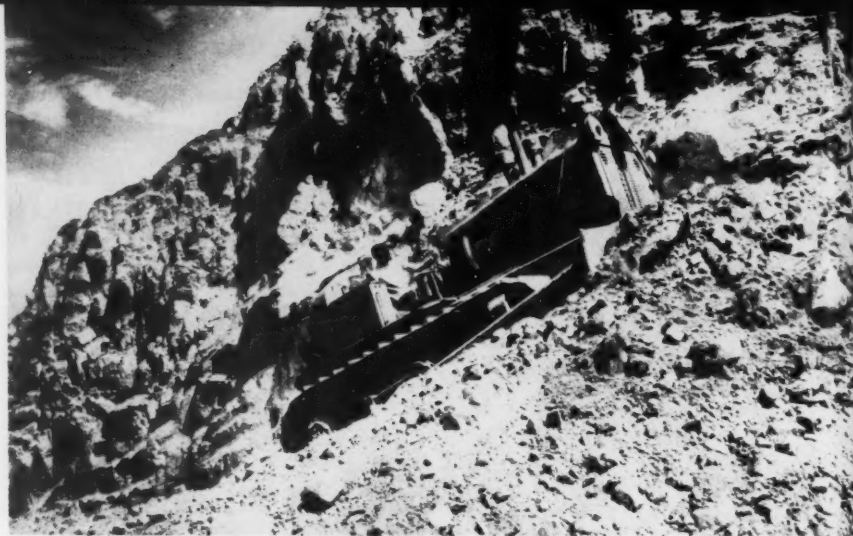
. . . an overall industrial production increase of 20 per cent which with other curbs, reportedly brought the cost-of-living inflationary spiral back to a mere one per cent increase last quarter.

In sum, an entirely different picture is painted than that sketched out in the spring of 1954 when post-devaluation jitters prompted a flight of capital out of the country and prom-

Corrida

ised economic chaos. There is no doubt that the interest of foreign investors, world conditions favoring trade and investment, and two good crop years—bolstered by that new wealth-source, the tourist-dollar—all helped Mexico over a dangerous hump. But the real credit goes to sound governmental planning and the aroused confidence of the Mexican business community in its own vigor and capacity. Values once measured only in terms of United States dollars now are really meaningful in pesos. And as the measure of things go, there may even be an upward re-evaluation of the peso—a “possibility” admitted by Treasury Secretary Antonio Carrillo Flores, chief draftsman of the governmental blueprint which has prodded greater assertiveness on the part of the businessman.

This is not to say that all problems have been resolved, for there are still formidable barriers to overcome. A rapidly expanding population continually exerting pressure against price levels, forcing upward the cost-of-living index. Here government efforts to hold the price spiral to reasonable



Progress on the march: A new super highway link under construction

bounds are handicapped by the persistent trend to obtain high profit margins from all activities. Greater diversification is needed in agriculture, which is still too dependent upon cotton. And in the area of industrialization, a vigorous overhaul of antiquated labor laws should be undertaken.

But the real hurdle may be thrown up in the political arena. Government has warned that untimely political agitation by various groups now setting the stage for the 1958 presidential campaign will unduly handicap

consolidation of the past two years' economic gains. And for the moment, the advice is being heeded. Nevertheless, this year's upcoming elections of some twelve governors, about 150 local legislators, plus a goodly number of mayors inevitably will result in a certain amount of bread being cast on presidential waters. Target of opportunity could well prove to be the soaring cost of living. So long as they keep pace—as now seems to be the case—the Mexican skyrocket is assured of a continued upward flight.

*Costa Rica's largest producers of
strictly hard coffee*

"WINDMILL"

"CARTAGO"

"X X X"

The finest and mildest for delicious blending. Grown at the highest (5000 feet) coffee producing plateau in the country and processed at the most modern mill.

INQUIRIES REQUESTED

EL MOLINO SOCIEDAD CAFETALERA LIMITADA
CARTAGO COSTA RICA

Latin America-

coming market for capital goods



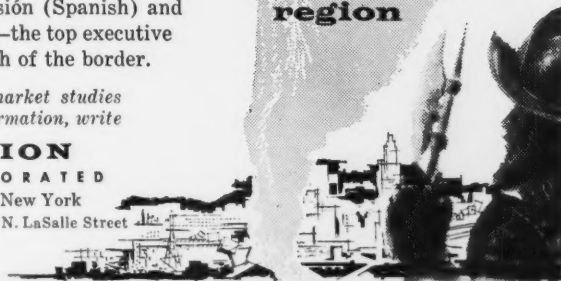
In 1956, Latin America will buy over 3 billion dollars worth of machinery and equipment to extend her highways, expand her factories and increase her agricultural production. Thousands of trucks, diesels, machine parts, whole steel plants, etc. are already on order...and you can get your share by selling to the industrial, business, government and agricultural leaders who read *Visión* (Spanish) and *Visão* (Portuguese)—the top executive newsmagazines south of the border.

For detailed market studies
and other information, write

VISION
INCORPORATED
New York, New York
Chicago office: 228 N. LaSalle Street

El Dorado

Today's
golden
region



V
 30
 fir
 Ch
 Pac
 spo
 vi
 P
 S
 12
 livin
 M
 after
 the
 pose
 the
 labor
 Choig
 seek
 Pu
 sea
 one
 The
 in
 und
 rial

My Pupils

From out of a political refugee from Russia, who has found haven as a professor of languages in Chile, offers a moving story, *My Pupils and I*—showing that no amount of tragedy can change his profound understanding of children

August Ross's well-documented book—the first full-length biography of Madero in English—merits the attention, not only of students of Mexican history, but of those interested in the lives of men who shape the character of the times in which they

lived. Ross's subject of a modern politician was so confirmed a Spiritist that he believed the dead (or God) expressed themselves through his writing hand.

It is as a man—one man—sensible to the law of right and wrong, proud of his country, and willing to act in behalf of his countrymen, that Madero should be remembered.

AVONDALE MARINE WAYS, INC.

SHIPBUILDERS • REPAIRERS • FOUNDERS • PROPELLERS • STRUCTURAL STEEL

P. O. BOX 1000

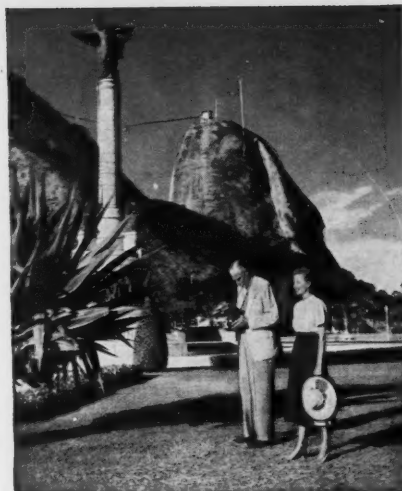
NEW ORLEANS 8, USA

If this solid gold Inca God could speak he'd tell you the word *simpático* means "congenial."



"Simpatico" is the word for this South American Sky Cruise — only \$94 down

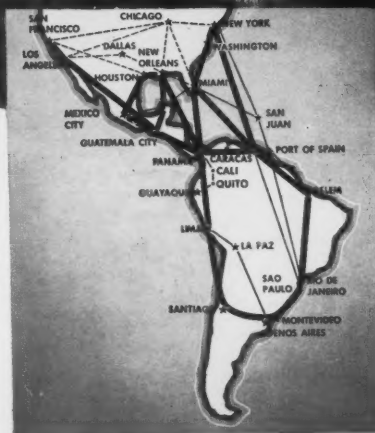
Fly now—pay later!
**You can circle the Magic Continent
with Pan American and Panagra**



Rio round trip from New York, \$73 down, 20 monthly payments of \$39 each. Or, **Lima**, round trip, \$56⁴⁰ down, 20 monthly payments of \$30³⁰ each. Payments based on thrifty tourist service. First-class service slightly higher.



Bariloche, south of Buenos Aires, in the beautiful lake district. Go now—while prices are low dollarwise. Use the convenient Pan Am "Pay-Later" Plan. Only 10% down, up to 20 months to pay the rest. No collateral. No delay.



● Imagine viewing snowcapped mountains from your foam-rubber cushioned armchair, visiting colorful cities glowing with Latin hospitality, being waited on hand and foot in ultramodern hotels. You're right — you're imagining the most agreeable vacation ever.

And it's so easy to have. Simply use the new and original Pan Am "Pay-Later" Plan. In New York, you pay as little as \$87 down, the rest in 20 monthly installments of \$46⁸⁰.

Similar easy payments from virtually any city in the U.S.A. via the Pan American gateway cities of New York, Washington, Miami, New Orleans, Houston, Los Angeles or San Francisco.

Go one way, return the other
New, no change of plane on either route from New York to "B.A." Fly radar-equipped DC-7Bs of *El Inter-Americano* down the West Coast . . . fast "Super-6" Clippers* of *The President* on the East Coast. Berths may be reserved for a small extra charge. DC-6B tourist service is also available. Go down one coast, return the other. (West Coast service is over National Airlines' route. New York to Miami, Pan American's to Panama, and Panagra's thereafter. No change of plane.)

See your Travel Agent or Pan American.

*Trade-Mark, Reg. U. S. Pat. Off.

Fly **PANAGRA** and
PAN AMERICAN-GRACE AIRWAYS

PAN AMERICAN
PAN AMERICAN WORLD AIRWAYS

